



Seattle City Light



City of Seattle
Office of Housing

Connecting High Energy Users with HomeWise

Energy & Environment Committee Presentation

September 24, 2013



Today's Discussion

- Overview of Utility Discount Program (UDP) Strategy
- Overview of Seattle City Light Program & Marketing Activities
- Overview of Partnership with Office of Housing HomeWise Program

Program Strategy

- Focus: High energy users on UDP program
- Assist low income customers in reducing their energy usage
- Proactive outreach efforts for billing assistance and energy conservation programs
- Connect customers with the appropriate programs

Program Achievements to Date

- Sent Home Energy Visit letters to 300 highest users eligible or enrolled in UDP
- Made follow-up calls to schedule visits
- Completed approximately 114 Home Energy Visits
- Made 82 referrals to HomeWise
 - Conducted follow-up calls to assist with application, if needed.

Seattle City Light – Home Energy Visit

- Visit customer residence
- Conduct walk-through evaluation
- Review consumption history with customer
- Leave customized conservation kit
 - CFLs
 - Faucet aerators
 - Low flow showerheads
 - Outlet gaskets
- Provide education regarding electric consumption and conservation
- Leave information regarding HomeWise and other programs and services
- Follow-up
 - Mail customer summary of findings and recommendations
 - Call customer to assist with HomeWise application, questions, etc.



What's Ahead

- Continue to offer Home Energy Visit to current and new UDP participants
- Develop methodology to track energy reduction
- Evaluate and modify program as appropriate to increase participation and reduction in energy usage



Office of Housing – HomeWise Program

- Provide free weatherization services to income qualified homeowners and renters
- Services include a free in-depth energy audit and hire contractor and pay for 100% of weatherization work
- Typical measures include: insulation, air sealing, ventilation and heating system repairs or replacements
- In 2012 there were 162 owner-occupied single-family homes weatherized, 29 units in small rentals (4 units or less) and 957 units in large multi-family buildings (5 units or more)

- Partnership with Seattle City Light (SCL)
 - Important Partnership
 - Utility funding is critical to provide continued assistance to low income homeowners and renters
 - In 2013, SCL provided \$2.3 million in funding
 - In 2014, SCL will be about 50% of the total weatherization budget
 - Want to make sure we are reaching people who need help the most. UDP participants with high consumption are a definite priority

HomeWise (cont'd)

- How We Have Partnered with SCL Home Energy Visit Team
 - SCL auditor leaves HomeWise application with homeowner & provides follow-up call
 - In response to referrals, sent out 11 applications
 - One completed project and one underway
 - Working with SCL to improve sign-up from referrals. (For example, the expedited application process)

Questions?

